

Fall 2018 Semester									
Specialization	CRN	Section	Course subject and number	Course Title	Course Dates	Credit Hours	Instructor Name	Coursera Courses	
Core 3: Value Chain Management	70300	ONL	BADM 520	Marketing Management	8/15/18 - 10/09/18	4	Hayden Noel	<a href="#">Marketing Management I</a>	<a href="#">Marketing Management II</a>
Core 4: Financial Management	67281	ONL	ACCY 500	Financial Accounting	8/15/18 - 10/09/18	4	Oktay Urcan	<a href="#">Financial Accounting: Foundations</a>	<a href="#">Financial Accounting Advanced Topics</a>
Focus Area: Innovation	68259	ON1	BADM 590	Entrepreneurship: From Startup to Growth	8/15/18 - 10/09/18	4	Tom Parkinson	<a href="#">Entrepreneurship I: Principles and Concepts</a>	<a href="#">Entrepreneurship II: Practices and Approaches</a>
Focus Area: Global Challenges in Business	68261	ON2	BADM 590	Global Strategy	8/15/18 - 10/09/18	4	Marcelo Bucheli	<a href="#">Global Strategy I: How The Global Economy Works</a>	<a href="#">Global Strategy II: Doing Business in The Global Economy</a>
Focus Area: Digital Marketing	65652	ON3	BADM 590	Digital Media and Marketing	8/15/18 - 10/09/18	4	Mike Zhengyu Yao	<a href="#">Digital Media and Marketing Principles</a>	<a href="#">Digital Media and Marketing: Strategies</a>

Core 3: Value Chain Management	65704	ONL	BADM 567	Process Management	10/17/18 - 12/18/18	4	Udatta Palekar	<a href="#">Operations Management</a>	<a href="#">Process Improvement</a>
Core 4: Financial Management	65654	ONL	FIN 511	Investment Finance I & II	10/17/18 - 12/18/18	4	Scott Weisbenner	<a href="#">Investments I: Fundamentals of Performance Evaluation</a>	<a href="#">Investments II: Lessons and Applications for Investors</a>
Focus Area: Marketing in an Analog World	68263	ON4	BADM 590	Marketing in an Analog World	10/10/18 - 11/06/18	2	Aric Rindfleisch	<a href="#">Marketing in an Analog World</a>	